PTO/SE/81 (02-01)
Approved for use through 6/30/99, OMB 0551-0035
Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Application Number 10/699,498 Filing Date October 31, 2003 POWER OF ATTORNEY OR First Named Inventor IIJIMA, Akio Title SYSTEM AND METHOD FOR DELIVERING AND MANAGIN ADVERTISEMENTS		
POWER OF ATTORNEY OR First Named Inventor IIJIMA, Akio SYSTEM AND METHOD FOR DELIVERING AND MANAGIN ADVERTISEMENTS		
Title SYSTEM AND METHOD FOR TITLE DELIVERING AND MANAGIN ADVERTISEMENTS		
Title DELIVERING AND MANAGIN		
AUTHODIZATION OF ACENT		
AUTHORIZATION OF AGENT Group Art Unit 3623		
Examiner Name BOYCE, ANDRE D		
Attorney Docket Number P-71045-US		
I hereby appoint:		
Practitioners at Customer Number 49443 Place Custom	1 1	
OR Label here	,005	
Practitioner(s) named below:		
Registration Registration	-	
Name Number Name Number		
as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the Patent and Trademark Office connected therewith.		
Please change the correspondence address for the above-identified application to: The above-mentioned Customer Number. OR Practitioners at Customer Number 49443 Place Customer Number Bar Code Label here		
Firm or Individual Name Pearl Cohen Zedek Latzer, LLP		
Address 1500 Broadway		
Address 12th Floor		
City New York State NY ZIP 10035		
Country USA		
Telephone (646) 878-0800 Fax (646) 878-0801		
I am the: Applicant/Inventor.		
Applicant/Inventor.	Assignee of record of the entire interest. See 37 CFR .71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).	
Assignee of record of the entire interest. See 37 CFR .71.		
Assignee of record of the entire interest. See 37 CFR .71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96). SIGNATURE of Applicant or Assignee of Record	IC.	
Assignee of record of the entire interest. See 37 CFR .71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96). SIGNATURE of Applicant or Assignee of Record	IC.	
Assignee of record of the entire interest. See 37 CFR .71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96). SIGNATURE of Applicant or Assignee of Record Name Masahiro OTSUKA Director of Legal Affairs Division, DENTSU, II	IC.	

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Tradomark Officer, Washington, DC 20231, DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS, SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.